



## IDEMIA completes world-first Automotive mass-scale connectivity fleet swap with premium carmaker

IDEMIA, the leader in Identity technologies, completed the first-of-its-kind mass-scale remote SIM provisioning campaign in the automotive industry with its Automotive Connectivity Manager platform. The Group collaborated with Mercedes-Benz AG to transfer a massive fleet of vehicles from one mobile network service provider to another, using over-the-air services.

# CONNECTIVITY

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The success of this campaign, which began in 2021 and ended in spring 2022, is the first of its kind globally. Combined with IDEMIA's GSMA-compliant SM-SR\*, the cloud-based Automotive Connectivity Manager allows to manage end-to-end processes from eSIM profile order to activation, including download of mobile cellular subscriptions into eSIM-equipped connected cars.

Thanks to the flexibility of eSIM technology and IDEMIA's Automotive Connectivity Manager, IDEMIA's automotive customers are not locked-in with any mobile network service provider, and can easily swap vehicle fleets, thus enable substantial cost savings for worldwide fleet management. This large-scale migration did not affect Mercedes-Benz car owners, nor will they notice the change, as this is a subscription migration strictly beneficial to the carmaker for better optimization of their telematics services.

*IDEMIA has a long-standing business relationship with Mercedes-Benz AG. We are excited that we have managed this massive subscription management campaign together very successfully. This campaign has solidified IDEMIA's leading expertise in connectivity management for the automotive industry; it will encourage our Automotive customers to use this technology more often in the future, to solve existing and upcoming business challenges.*

Philippe De Oliveira, SVP of Automotive Business Line, IDEMIA

**About us** - As leader in identity technologies, IDEMIA is on a mission to unlock the world and make it safer. Backed by cutting-edge R&D, IDEMIA provides unique technologies, underpinned by long-standing expertise in biometrics, cryptography, data analytics, systems and smart devices.

IDEMIA offers its public and private customers payment, connectivity, access control, travel, identity and public security solutions. Every day, around the world, IDEMIA secures billions of interactions in the physical and digital worlds. With nearly 15,000 employees, IDEMIA is trusted by over 600 governmental organizations and more than 2,300 enterprises spread over 180 countries, with an impactful, ethical and socially responsible approach.

For more information, visit [www.idemia.com](http://www.idemia.com) and follow @IDEMIAGroup on Twitter.



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